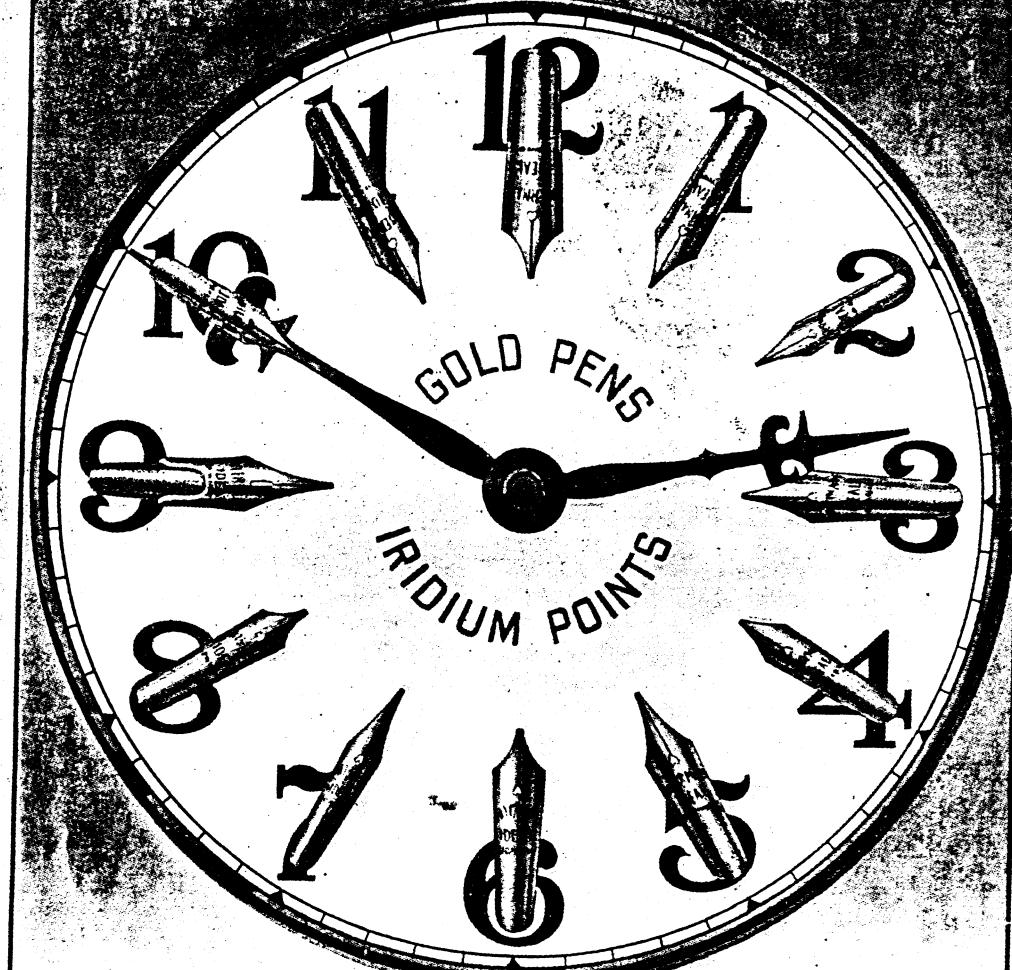


The Pen  *Prophet*

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

Pen of the Hour



Two-fifty

For \$2.50 and upwards pens may be purchased. Silver and gold mounted pens are higher priced, as shown at the side. Prices vary according to size of gold pens contained in the holder. Pen points are made to match any steel pen and suit every writer. Tipped with iridium they do not wear out. The Spoon Feed on Waterman's Ideal Fountain Pen has made it the Standard of the World.  All reputable dealers carry the genuine  There are imitations.

ETCHED
SILVER WITH
STERLING CLIP
No 212 \$ 5.50
214 7.50
215 9.00
216 10.00
217 11.50
218 12.50

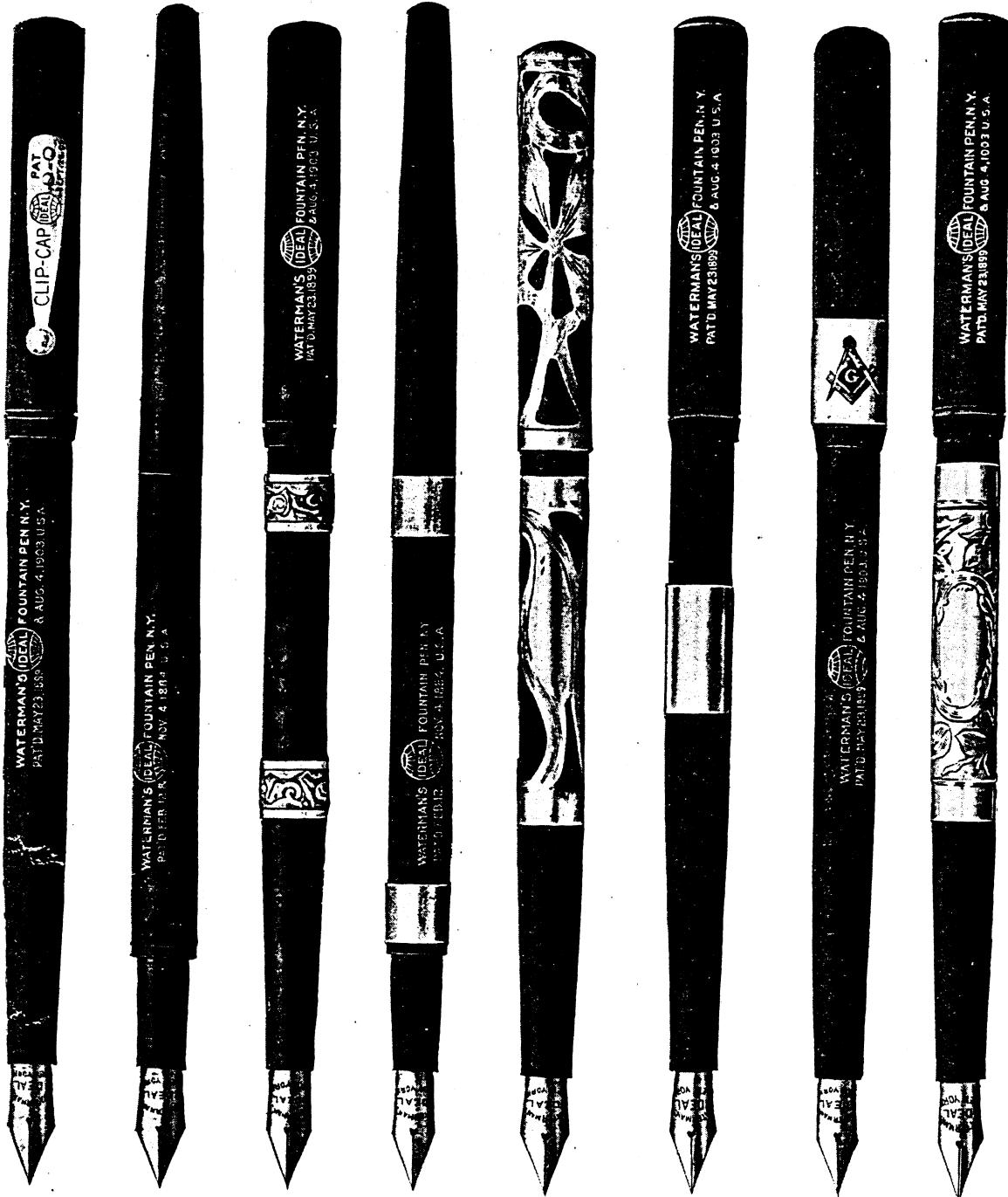
CARDINAL
SILVER
FILIGREE
No 12 \$ 5.00
14 7.00
15 8.50
16 9.50
17 11.00

L. E. Waterman Co., 173 Broadway, N.Y.
209 STATE ST. CHICAGO. 118 SCHOOL ST. BOSTON. 12 MARKET ST. SAN FRANCISCO.
1931 JAMES ST. MONTREAL.

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

Conceded to be the standard writing instrument of the world. Perfectly simple in construction. Excels in quality of material used and perfection of workmanship. Pens are 14-karat solid gold, tipped with iridium. The gold will not corrode, iridium is almost as hard as a diamond and will not wear. Pen points are made to suit every writer. Any steel pen can be matched. Holders are made in a great variety of styles, some of which are shown below.



Plain & Mottled	Plain, Chased and Mottled.	Gold Mounted, Chased	Gold Mounted, Plain	Silver Filigree with Nameplate	Middle Mounted Solid 14-Kt. Gold	Emblem Pens Blue Lodge also other societies at	Etched Silver with Nameplate
No.	Net	No.	Net	No.	Net	No.	No.
12 . . .	\$2.50	No. 22 . . .	\$2.50	12 . . .	\$3.50	G.M.M. 12 . .	\$8.00
13 . . .	3.50	13 . . .	4.00	13 . . .	4.50	G.M.M. 14 . .	10.00
14 . . .	4.00	23 . . .	3.50	23 . . .	4.50	G.M.M. 15 . .	12.00
15 . . .	5.00	24 . . .	4.00	15 . . .	6.00	G.M.M. 16 . .	15.00
16 . . .	6.00			24 . . .	5.00	\$12.00	\$14.00
17 . . .	7.00	25 . . .	5.00	16 . . .	7.00	\$16.00	\$35.00
18 . . .	8.00	26 . . .	6.00	25 . . .	6.00	Plain, Engraved or	
		17 . . .	8.00	26 . . .	7.00	Also Gold	
				\$10	\$12.50	\$25	
						depending on style	

Prices above are for pens and holders complete, with an ink-filler and a box to hold them.

CLIP CAPS as shown on pen at the extreme left-hand side add slightly to the cost, viz:—German Silver, 25 cents extra; Sterling Silver, 50 cents extra; Rolled Gold, \$1.00 extra; Solid Gold, \$2.00 extra.

The Pen Prophet

Devoted to the interests of



Waterman's Ideal Fountain Pens

VOL. IV

NOVEMBER, 1906

No. 3

The Pen of the Hour

The Side Line that Becomes a Head Line

WHE question is often asked by large dealers and by small dealers, "How can I sell fountain pens and what is there in it for me?" and the answer is simple, "Everybody, everywhere, writes."

Writing is not a habit, like smoking, and the purchase of a writing instrument is not a luxury like the purchase of a box of candy or a box of cigars.

It is as much of a necessity as clothing, and it is not confined to any one class.

Everybody writes, and from the earliest times the need has been felt for some writing tool that would combine both pen and ink in one.

It is now generally acknowledged that Waterman's Ideal Fountain Pen is the standard of all writing instruments and, therefore, a desirable thing for anyone.

Someone will say that a fountain pen as compared to the ordinary pen is a relative luxury, but this is not so. It may perhaps be true in the more elaborate styles with silver and gold mountings, but it is most distinctly untrue of the millions of plain holders that are sold annually.

There is as constant and steady a demand for these as there is for ordinary everyday clothes, and there will always be a call for the better grades as there is always a call for the better quality of dress.

A fountain pen combines both pen and ink and carries both in hand at all times. In Waterman's Ideal Fountain Pen the nib is of 14-kt. gold and will not corrode, and the point is tipped with iridium (which is worth about \$1400.00 a pound) and it will not wear out.

Pens of ours purchased from twenty to twenty-five years ago are still in use.

These are things that should be of interest to you.

It is not the ability to make a pen that can be called a fountain pen that counts.

It is the ability to make a pen that will satisfy, and satisfy and satisfy; a pen that will be always the same and that will be guaranteed to give satisfaction to-morrow as well as to-day.

It is not the mere calling of a pen by the modern name that makes it an Ideal writing instrument; it is the fact that it will constantly stand up against all kinds of usage and give always the same service, year in and year out.

Is It a Side Line or a Head Line

IF Waterman's Ideal Fountain Pen is only a side line with you, the reason will be found in the fact that the goods are not well displayed nor energetically handled.

Sometimes a five-cent lead pencil is given greater prominence than a \$5.00 Waterman's Ideal Fountain Pen, whereas the difference in profit should put the Ideal to the front where it belongs.

It has been said that every man can make of himself what he will, and the experience of many dealers who have applied the principles of good salesmanship to the Ideal Pen has proved that any dealer can make of these goods one of the most profitable lines which he carries; in fact, he can make it a head line instead of a side line.

The Pen Prophet

Devoted to easy money-making through the medium of
Waterman's Ideal Fountain Pen

Edited and published by Educational Department
L. E. Waterman Co., New York, N. Y.

Vol. IV November, 1906 No. 3

HEAD OFFICE	
173 Broadway	New York
GOLD PEN FACTORY	
Rose and Duane Streets	New York
RUBBER FACTORY	
Seymour	Conn.
BRANCH OFFICES AND SHOW ROOMS	
8 School Street	Boston
209 State Street	Chicago
742 Market Street	San Francisco
L. E. Waterman Co. of Canada, Ltd.	
136 James Street	Montreal
European Offices	
12 Golden Lane	London, E. C.
6 Rue d' Hanovre	Paris
Via Bossi 4	Milan
13 Bankstrasse	Dresden

The Word of the Hour



Hammer

IF you are really going to sell Waterman's Ideal Fountain Pen—if you are giving space and capital to it and want to get out of it what there is in it—do it now.

Hammer on the merits of Waterman's Ideal Fountain Pens because there is no earthly reason why the average stock cannot be turned over twenty times a year, and should be turned over more than once between now and Christmas.

Take your public into your confidence and center for your own store's profit the widespread advertising which we pay for.

What you should do is to let people know that you have a stock—that your stock is better than that of anyone else in your neighborhood.

If you tell your trade this, let it be the truth. Have your stock as well assorted as your neighbor's, or have a better assortment.

Thousands on thousands of people in all parts of the country have practically made up their minds to purchase a fountain pen. More than nine-tenths of these insist on Waterman's Ideal Fountain Pen.

If you will only emphasize the following features either through your salesmen or through your advertising—and for best results through both—you will easily turn a complete stock over between now and Christmas.

Your stock, therefore, should be a big one. The bigger the stock, the better your opportunity to suit all prospective purchasers.

Hammer On These Points General Advantages

- 1st—Freedom from the ink-stand.
- 2nd—Instant availability any time.
- 3rd—Writing with a gold pen.
- 4th—Same suitable pen always.
- 5th—Ease in handling—time saved.
- 6th—Always an acceptable gift.

Waterman's Ideal Features

- 1st—Spoon Feed, no skipping—flooding.
- 2nd—Clip-Cap—extensively advertised.
- 3rd—Great variety of pen points.
- 4th—Wide range of styles—ornamentation.
- 5th—Use of "select" iridium on points.
- 6th—Best material and workmanship.

An Important Point

DEALERS everywhere should observe from the facsimile of our magazine advertisement, as reproduced on page 10 of this issue of THE PEN PROPHET, and from the facsimile of the New York Herald Christmas advertisement, that our different styles of pens have, in some instances, been given special numbers. Therefore, this copy of THE PEN PROPHET, which reproduces the advertisements, should be kept on file so that any mail orders for pens bearing these numbers may be promptly recognized.

Our Christmas poster is a facsimile of the New York Herald advertisement and will be of assistance in this respect.

The Possibilities in the Line

An article of this kind can be sold by anyone who has a fraction of an ounce of salesmanship.

It can be sold even without salesmanship because the weight of advertising behind it will actually bring trade to any dealer who carries a stock.

It will only be necessary for him to let people know he has it.

The size of the town or the size of the store makes no difference.

Some of our dealers in small stores on side streets do twenty times as much as the larger dealer in a prominent thoroughfare, simply because they display their goods in a show case and put the case in a prominent place.

Now if these things are true of Waterman's Ideal Fountain Pen under ordinary circumstances (and they are absolutely so) how much greater are the opportunities at a season of the year like this, when so many purchases are made for presentation purposes.

Here's the point:—Bearing in mind the fact that "every pen sells ten," you can between now and Christmas build up a subsequently profitable business without any effort because every pen sold will speak for you and work for you after the holiday season.

No one can take this trade away from you because no one can offer advantages of price over you.

There is no cut price competition with Waterman's Ideal Fountain Pens. The selling prices are the same everywhere and the large dealer has no advantages over the small one.

Everyone is on an equal footing, and this fact eliminates risk because the goods are returnable at the purchase price if unsatisfactory.

Something New in Desk Fittings

UPRIGHT PEN STAND

The illustration shown below will appeal to everyone who sees it as something that fills a long felt want.



Retail
Price
25c.

The man who uses a fountain pen at his desk constantly, will realize that this is the very article he has been looking for.

It is made to fit around our regular Desk Filler ink bottle.

The retail price is 25 cents. It is subject to the usual trade discount.

Emblem Pens

Seize This Opportunity

Toward the end of the year almost all societies, lodges, clubs and fraternal orders of all kinds nominate their officers for the ensuing year, and a little later on they have their annual elections, and then shortly after the first of the year the new officers are installed.

It is now quite customary to make presentations to the retiring officers, and the exceptional number of Emblem pens sold at this time last year, would indicate that many of them were used for this purpose.

This is an opportunity that exists in every town and every State in the Union, because practically every place of any size has one or another of the fraternal orders represented by the emblems listed on the other side.

College Emblem Pens

In addition to the fraternal order Emblem pens, there is another line that has become perhaps even more popular, and this embraces the principal colleges in the United States and McGill College in Montreal, Canada.

Dealers in college towns can fully testify to this, but the Emblem pen business is not in any way confined to college centers. It is necessary that the public in your city should be made acquainted with the fact that there are such pens.

Canadian Emblem Pens

Another outgrowth of this line and one that will be of particular interest to the Canadian trade, is a line carried both by the parent organization in New York and the L. E. Waterman Co. of Canada, Limited, in Montreal.

These embrace Coats-of-Arms and Emblems of many of the different cities and provinces in Canada.

The black and white illustrations shown on the next page give a very poor idea of the beauty of these, because they are enameled in colors on solid gold and mounted on a gold band around the cap.

NO.	EMBLEM	PRICE	NO.	EMBLEM	PRICE
14	Blue Lodge	\$12 00	14	Princeton	\$12 00
14	Knight Templar	14 00	14	Columbia	12 00
14	Scottish Rite	14 00	14	Cornell	12 00
14	Shrine	12 00	14	University of Penna	12 00
14	Knights of Columbus	12 00	14	University of Michigan	12 00
14	Royal Arcanum	12 00	14	Leland Stanford	12 00
14	Odd Fellows	12 00	14	Vassar	12 00
14	B. P. O. Elks	16 00	14	University of Virginia	12 00
14	Boost Club	12 00	14	New York University	12 00
14	Yale	12 00	14	Annapolis	12 00
14	Harvard	12 00	14	West Point	12 00
NOS.			NO.		PRICE
12-13-14	Maple Leaf	12 . . \$6 00	13 . .	\$7 00	14 . . \$7 50
12-13-14	Fleur de Lis	12 . . 6 00	13 . .	7 00	14 . . 7 50
12-13-14	Dominion	12 . . 6 00	13 . .	7 00	14 . . 7 50
12-13-14	British	12 . . 6 00	13 . .	7 00	14 . . 7 50
12-13-14	Nova Scotia	12 . . 6 00	13 . .	7 00	14 . . 7 50
12-13-14	New Brunswick	12 . . 6 00	13 . .	7 00	14 . . 7 50
12-13-14	Winnipeg	12 . . 6 00	13 . .	7 00	14 . . 7 50
12-13-14	Halifax	12 . . 6 00	13 . .	7 00	14 . . 7 50
12-13-14	St. John City	12 . . 6 00	13 . .	7 00	14 . . 7 50
12-13-14	McGill College	12 . . 5 50	13 . .	6 50	14 . . 7 00

for Presentation

College Emblem Pens



Yale



Harvard



Princeton



Univ. Penna.



Univ. Mich.



Columbia



Stanford Univ.



Cornell



West Point



Vassar



Univ. of Va.



N. Y. Univ.



Annapolis

Fraternal Orders and Clubs



Mystic Shrine



Knight Templar



Blue Lodge



Scottish Rite



Elks



Knights of Columbus



Royal Arcanum



Odd Fellows



Boost

Canadian Emblems and Coats of Arms



Maple Leaf



Fleur de Lis



Winnipeg



British



Halifax



New Brunswick



St. John City N. B.



Nova Scotia



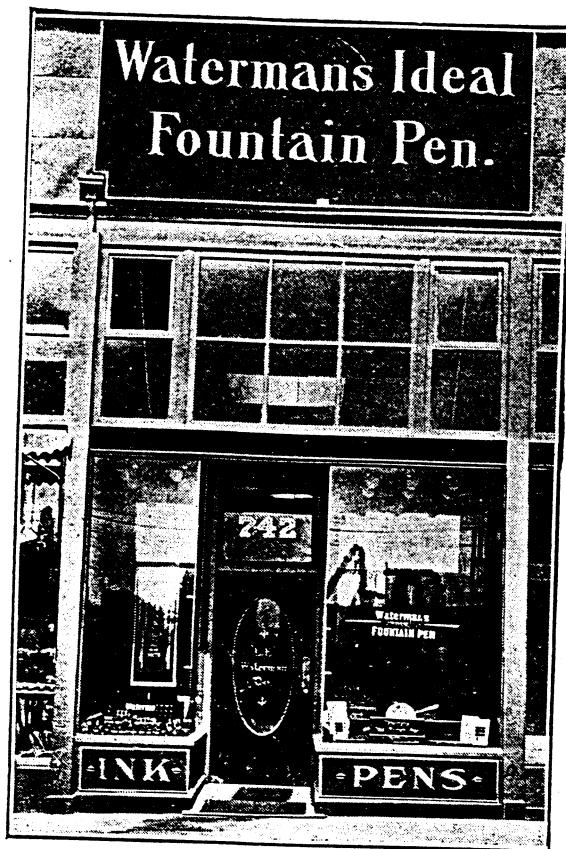
Dominion



McGill College

New San Francisco Store

THE crash in San Francisco that startled the world on the morning of the 18th of April, 1906, destroyed the Pacific Coast Office of Waterman's Ideal Fountain Pens, and after having been temporarily located in Oakland for some time, Mr. F. A. Kenny has succeeded in getting located again in the heart of San Francisco.



The address of the new store is 742 Market Street. It is between the new wholesale and retail districts and is convenient alike to the visiting trade or the retail dealers of the city.

It is exceptionally well lighted with three sky-lights because, the city authorities having allowed the erection of several hundred one-story wooden buildings until more substantial structures can be built, all of these are well lighted from above.

The picture shown here illustrates the front of the building. The windows are handsomely finished and have not the appearance of a temporary shack.

The interior is finished in conformity with the usual style of Waterman stores in other cities. The color scheme is mahogany stained California red wood, which gives a rich and dignified finish.

The usual writing desks for the visiting trade are features of the store, and a full stock of pens, inks and supplies is continually carried on hand at this branch, which looks after the interests of the Pacific Coast dealers and handles repairs and exchanges promptly and efficiently.

Needless to say, all visiting friends in San Francisco will be welcomed cordially at the new store.

An Interesting Lecture

AT the National Business System Show, which was held in Madison Square Garden, New York, from October 27th to November 3rd, was given an interesting lecture on "The History and Manufacture of Writing Instruments, Past and Present."

This was delivered by the Hon. W. E. Smith, the "future mayor of Jersey City" and New York representative for Waterman's Ideal Fountain Pens.

The lecture was illustrated by about fifty or sixty lantern slides and has received considerable mention in the trade papers.

It will be reproduced in booklet form and mailed to any of our dealers who are interested in the development of all writing instruments, from the split reed of the early Egyptians to the present day fountain pen.

Keep this Pen Prophet

[See Note on Page 2]

"An Important Point"

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

Two Awards in One Day

What does it mean that in one day news should be received from two widely separated quarters of the globe of highest possible awards to this perfect writing instrument?

It means that we are proving what we have for years asserted—that "Waterman's Ideal makes its mark all around the world."

The latest honors are:

HALIFAX, N. S.

Highest Award and Gold Medal, Dominion Exposition

MILAN, ITALY

Grand Prix (highest award) International Exposition

THE
PEN
WITH



THE
CLIP-
CAP

The following is a complete list of the important awards and medals secured for the Waterman's Ideal Fountain Pen.

1883	The Mechanics Institute, New York, The Medal of Excellence (Bronze).	1900	International Exposition, Paris, Grand Prix.
1884	The Mechanics Institute, New York, The Medal of Superiority (Bronze).	1901	Pan-American Exposition, Buffalo (Silver). (Highest awarded to fountain pens.)
1885	The Mechanics Institute, New York, The Special Medal (Silver).	1901-2	The Inter-State Exposition, Charleston, S. C.
1889	The Exposition Universelle, Paris, The Bronze Medal (Highest awarded to fountain pens).	1903	The Osaki Exposition, Osaki, Japan (Gold).
1894	The California Midwinter International Exposition, San Francisco (Gold).	1904	Louisiana Purchase Exposition, St. Louis (Gold and Grand Prize).
1895	The Cotton States and International Exposition, Atlanta (Gold).	1905	Lewis & Clarke Exposition, Portland, Oregon (Gold). (Highest awarded to fountain pens.)
1897	Tennessee Centennial Exposition, Nashville (Gold). (Highest award given.)	1906	International Exposition, Milan, Italy, "Grand Prix" (Gold). (Highest awarded to fountain pens.)
1898	Trans-Mississippi & International Exposition, Omaha (Gold). (Highest award.)	1906	Dominion Exposition, Halifax, N. S. (Gold).

Waterman's Ideal Fountain Pen

The pen with



the Clip-Cap

Solves the Xmas problem

Styles A and D

Plain and Chased

No.	No.	Price
A 12 or D 22	-	\$2.50
A 13 or D 23	-	\$3.50
A 14 or D 24	-	\$4.00
A 15 or D 25	-	\$5.00
A 16 or D 26	-	\$6.00
A 17	-	\$7.00
A 18	-	\$8.00

Style B

Plain or Chased

German Silver Clip

No.	Price
B 12 With Clip	\$2.75
B 13	\$3.75
B 14	\$4.25
B 15	\$5.25
B 16	\$6.25
B 17	\$7.25
B 18	\$8.25

Style C

GOLD BANDS

Plain or Chased

No.	Price
C 12 G. M.	\$3.50
C 13 G. M.	\$4.50
C 14 G. M.	\$5.00
C 15 G. M.	\$6.00
C 16 G. M.	\$7.00

*See price of Clips in next column

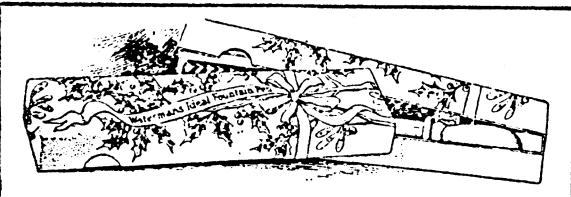


Unit figure in number indicates size of gold pen contained in holder.

For Man or Woman - Boy or Girl

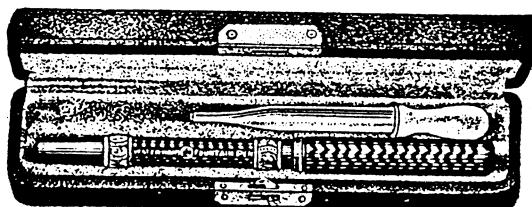
The Christmas problem is to find a suitable gift. Waterman's Ideal Fountain Pen solves this problem because it means pleasure to the giver and satisfaction to the user whether man or woman, boy or girl. To the woman in search of a gift for a man this pen will come as a particularly appropriate suggestion. It is of service everywhere and becomes more valuable as time goes on. With a present of this kind goes the satisfaction of having given the best because—there are imitations. Insist on the genuine.

CHRISTMAS PRESENTATION BOXES



FOR UNMOUNTED PENS

For sale almost everywhere. If your town has no dealer write for Xmas booklet.



FOR GOLD MOUNTED PENS

L.E. Waterman Co., 173 Broadway, N.Y.
8 SCHOOL ST., BOSTON · 209 STATE ST., CHICAGO · 136 ST. JAMES ST., MONTREAL ·
742 MARKET ST., SAN FRANCISCO · 12 GOLDEN LANE LONDON, E.C.

Never accept substitutes: insist on getting what you ask for.

December Advertising

The advertisement shown on the opposite page, or something similar to it, showing our principal styles of pens, will appear in the latter part of November and the early part of December in all of the following publications. In many instances it will be different and very much larger; for instance, in the Saturday Evening Post and many others of a like character it will occupy a full page space in those publications and the New York Herald advertisement will be a duplicate of the design shown in the middle of this issue but will be reproduced in colors the full size of the newspaper page.

Appleton's Booklovers, Cover, Colors,
 Outlook, Cover, Colors,
 Pacific Monthly, Cover, Colors,
 Sunset, Cover, Colors,
 Scrap Book, Cover, Colors,
 Sunday Magazines, Cover, Colors,
 New York Tribune, Dec. 9th,
 Boston Post, Dec. 9th,
 Chicago Record-Herald, Dec. 9th,
 St. Louis Republic, Dec. 9th,
 Pittsburg Post, Dec. 9th,
 Philadelphia Press, Dec. 9th,
 Minneapolis Journal, Dec. 9th,
 Denver Rocky Mountain News, Dec. 9th,
 New York American, Dec. 2nd,
 Boston American, Dec. 2nd,
 Chicago American, Dec. 2nd,
 San Francisco Examiner, Dec. 9th,
 Los Angeles Examiner, Dec. 9th,
 Home Magazine, Cover, Colors,
 Saturday Evening Post, 2nd, Cover, Dec. 8th,
 Suburban Life, Cover, Colors,
 Theatre, Cover, Colors,
 Smith's, Cover, Colors,
 Popular, Cover, Colors,
 Mail and Express, Cover, Colors,
 New York Herald, Full Page, Xmas Number,
 New York Herald, $\frac{1}{4}$ page, Comic Supplement,
 Literary Digest, Nov. 24th, Cover, Colors,
 Gunter's, Cover,
 Travelers' Railway Guide, Cover,
 Atlantic Monthly, Cover,
 Bookman, Cover,
 Cassell, Cover,
 Critic, Cover,
 Metropolitan, Cover,
 National, Cover,
 Delineator,
 New Idea,
 Designer,
 McCall's,
 New Age, Cover,
 Official Guide, Cover,

Overland Monthly, Cover,
 Quiver, Cover,
 Strand, Cover,
 Cosmopolitan,
 Country Life,
 Harpers,
 House Beautiful,
 Independent,
 McClure's,
 Munsey's,
 Modern Methods,
 Reader,
 Red Book,
 Review of Reviews,
 Smart Set,
 Lippincott's,
 Travel,
 World To-day,
 World's Work,
 Scribner's,
 Everybody's,
 Army and Navy Life,
 Tales,
 American Magazine,
 Canadian Magazine,
 Century,
 Current Literature,
 Out West,
 Pitman's Journal,
 System,
 Literary Digest, Dec. 15th,
 Literary Digest, Dec. 22nd,
 Saturday Evening Post, Dec. 1st,
 Brooklyn Life,
 Ava Maria, December 8th,
 Ladies' Home Journal,
 Success,
 Woman's Home Companion,
 Youth's Companion,
 Vogue, Dec. 6th,
 Broadway,
 Christian Work and Evangelist,
 Engineering Magazine,

and almost a hundred other publications of a less general character, such as Technical Journals, Trade Papers and Newspapers in all principal cities of the United States and Canada. For instance, on December 2nd our ad. will appear in newspapers in 1000 different towns in this country; all this for the dealers' benefit. Take advantage of it.

This list does not embrace any of our European publicity, which is in the hands of our London office.

Electrotypes for Christmas Advertising

On this page and on the following are shown several reproductions of newspaper electrotypes that we have had made for the use of those of our dealers who take space in the newspapers at this time of the year.

Each of them has been given a number, and we will be very glad to send one or more forward with any shipment. Tell whether you desire single or double column electros or order them by number.

On page 16 will be found an order blank which can be torn out of this issue of *THE PEN PROPHET* and returned to us with a request for as many of these electros as you may have use for.

With the exceptional amount of newspaper and magazine advertising that we do at this time of the year, as shown on the preceding pages, it is to the decided advantage of any dealer to have one or more of these electros and insert it in his local newspaper so as to bring to himself the benefits of our widespread publicity.

Letting the public know that you have our goods will bring you trade, not only in Waterman's Ideal Fountain Pens, but it will stamp you as a progressive dealer.

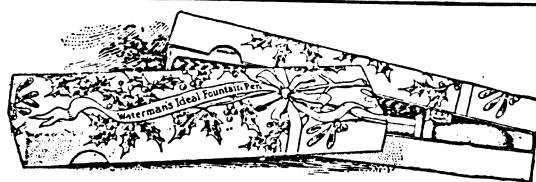
Electro No. 812



To the Woman in Search

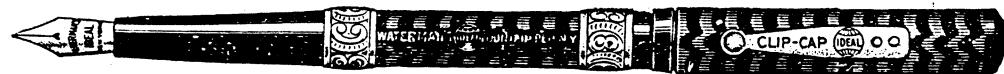
of a man's Xmas gift a Waterman's Ideal Fountain Pen is just the thing.

PRETTY
HOLLY
BOX



WITH
EVERY
PEN

¶ It's every man's Xmas choice.



Electro No. 816



What Do You Get?

When you buy Xmas gifts?

Look out for make-shifts which are neither a warranty of affection nor a manifestation of good taste.

Waterman's Ideal Fountain Pen

Is sure of appreciation wherever it may be sent.
Compact for mailing—artistic—certain in service and utility.

The choice of millions for Xmas giving.

Look over our styles and see where Waterman's Ideal Fountain Pen is adapted to your Xmas needs.

Prices: \$2.50 upwards and splendid value at all prices. This pen is the genuine.



Electro No. 814

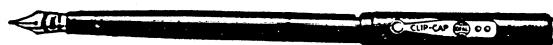


MUST MAKE GOOD

It's after Christmas that the gift must make good—must furnish its warranty for having been worth giving.

Waterman's Ideal Fountain Pen

makes good in service as well as in presentation beauty.
From \$2.50 up. You can give one to everybody.



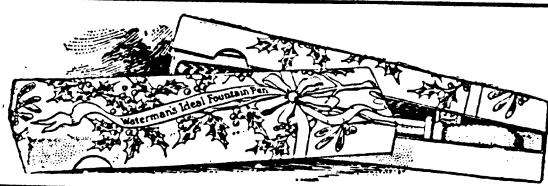
Electro No. 811



Last Minute Xmas Suggestion

¶ There's a Waterman's Ideal Fountain Pen precisely suited to your needs for Christmas giving, you can get it now.

PRETTY
HOLLY
BOX

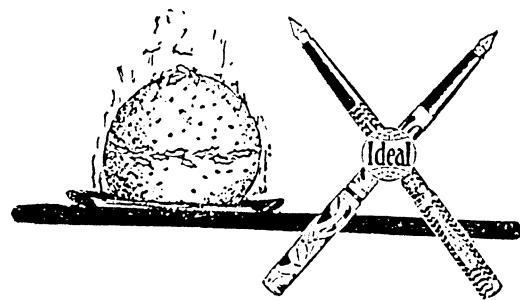


WITH
EVERY
PEN

¶ It solves the gift question.



Electro No. 815

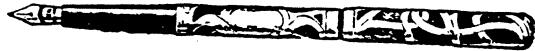
**WHATEVER CHANCES**

You may take in buying for your own use—Christmas buying will admit of no risks. The Christmas gift must be proven in its utility—sure in its satisfaction. Years of Christmas giving have set the seal of worth on Waterman's Ideal Fountain Pen.

**Waterman's
Ideal
Fountain Pen**

Last year's recipients are this year's buyers. Come in to-day and try out the points—fix your choice of styles—we're bound to suit you, because there's a style to suit everybody.

Prices: \$2.50 upwards; splendid value at whatever price



Electro No. 813

**No Better**

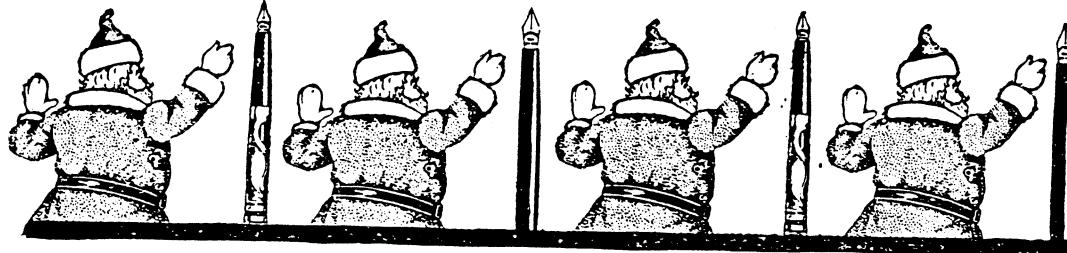
or more serviceable present for any member or friend of the family than **Waterman's Ideal Fountain Pen**.

Each pen, whatever the price, is boxed in an attractive Holly decorated box, thus making a complete gift.

From \$2.50 upward.

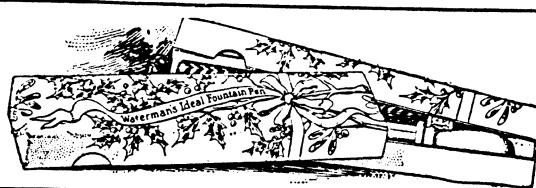
Mortised Here

Electro No. 810

**The Christmas Choice**

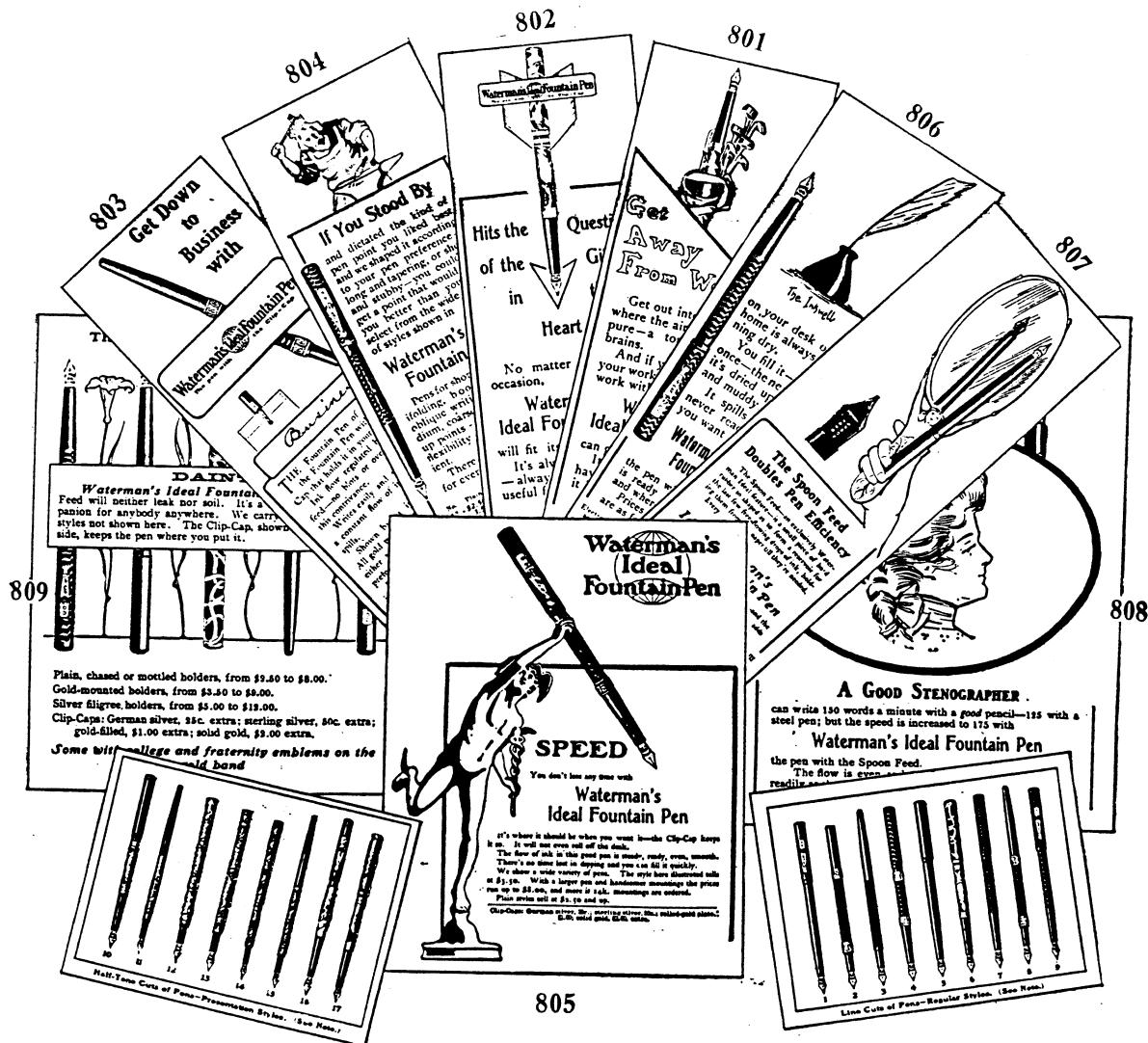
¶ The Fountain Pen of to-day—Waterman's Ideal—is as good years after use as it is when bought. The practical Xmas present for every one.

PRETTY
HOLLY
BOX



WITH
EVERY
PEN

The Christmas Choice



A Book Full of Cuts

IN addition to the electroypes reproduced on the preceding pages, and which are particularly adapted to holiday advertising, we have a number of others that we have especially prepared for dealers' use in the local newspapers.

Facsimiles of these are re-printed above and each one has been given a number.

If you are interested in any one of these electros and care to use it in your local newspaper, make use of the order blank on the reverse side of this sheet and specify the particular one you desire by making use of the number we have given it.

This order blank can also be used for requesting Christmas posters if you have use for more than the one which should reach you with this issue of THE PEN PROPHET.

If you care to have a copy of our Electrotype Booklet showing all of these cuts, needless to say we will be very glad to send it at any time if requested.

After December Tenth

ORDERs for gold or silver mounted pens received after that date will be filled only on the understanding that they are for positive sale and are not returnable. No goods on memorandum.

Those who are acquainted with our method of doing business will realize the justice of this ruling, because it would be unfair to expect us to send goods billed on memorandum only, and therefore practically on approval, between the 10th and 25th of December, when it will be a matter of difficulty for us to fill positive sale orders.



USE THIS WHETHER YOU WANT TO ORDER PENS OR ADVERTISING

Christmas Request

ROUTE  1906

L. E. Waterman Co.
173 Broadway, New York

Please ship the undersigned articles listed below:

Quantity	No.	Finish	Nib and Point	Price	Total
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.....Electrotype for Christmas Advertising like Nos.

.....Christmas Posters. Electrotype Booklet [see page 15]

Name _____

TOWN _____ STATE _____

Telegraph: Western Union—Universal Code

Orders will be filled on the day of receipt, but delay in transportation is unavoidable.



Waterman's Ideal Fountain Pen
The pen with the Clip-Cap



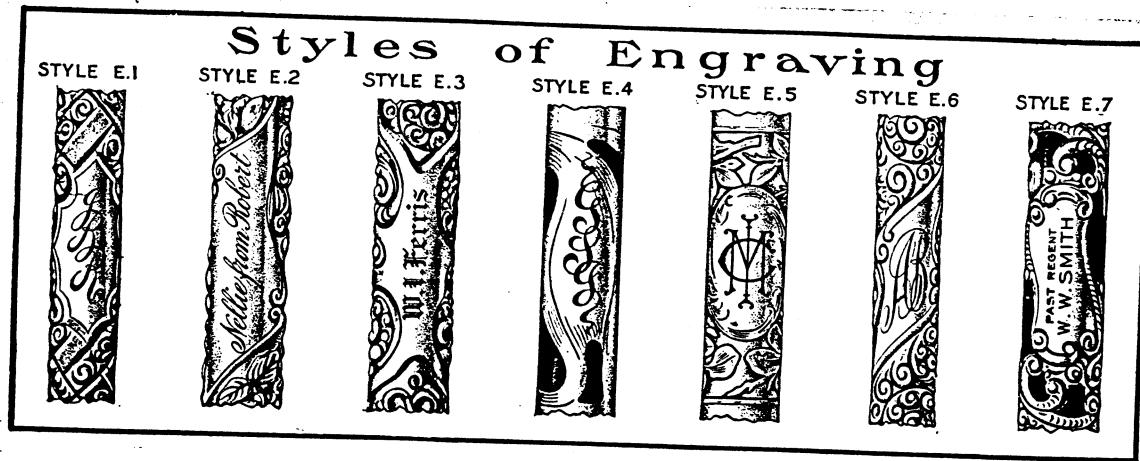
Patch, Sterling	Repousse, Sterl'g	B'ycorn, Sterl'g	Chased Filigree	Rose, Sterling	Chased, Sterling	Filigree, Sterling	Golph., Sterling
No. 404 . \$10.00	No. 404 . \$11.00	No. 222 . \$4.00	18Kt. Gold-filled	No. 214 . \$8.00	No. 222 . \$6.00	No. 12 . . \$5.00	No. 402 . \$7.50
18Kt. Gold-filled	14Kt. Solid Gold	No. 224 . 7.50	No. 0314 . \$8.00	Clips add to cost	No. 224 . 8.00	No. 14 . . 7.00	No. 404 . 11.00
14Kt. Solid Gold	No. 504 . \$40.00	14Kt. Solid Gold	Ger. Sil. . \$0.25	18Kt. Gold-filled	No. 0324, \$10.00	No. 16 . . 9.50	18Kt. Gold-filled
No. 0502, \$10.00	No. 324 . \$20.00	No. 324 . \$20.00	Rolled Gold Sil. . 50	No. 0324 . \$20.00	18Kt. Gold-filled	No. 0512, \$10.00	No. 0502, \$10.00
No. 0504 . 15.00		No. 314 . \$20.00	14Kt. Solid Gold	14Kt. Solid Gold	No. 0514 . 12.50	No. 0504 . 15.00	
			2.00	No. 324 . \$25.00	14Kt. Solid Gold	No. 514 . \$25.00	14Kt. Solid Gold
					No. 324 . \$25.00	No. 504 . \$40.00	

Waterman's Ideal Fountain Pen
 The pen with the Clip-Cap

This pen is everything that one could desire in a writing instrument. There are more than fifty styles, with different varieties of pen points from which to choose. A few styles are shown on the inside pages.

Gold pen points vary in size from No. 2 to No. 8, as indicated by the unit figures in all numbers. No. 2 is the smallest and No. 8 the largest.

Gold or silver mounted pens may be engraved in any of the styles shown below.



Prices for various styles of engraving shown above are given herewith

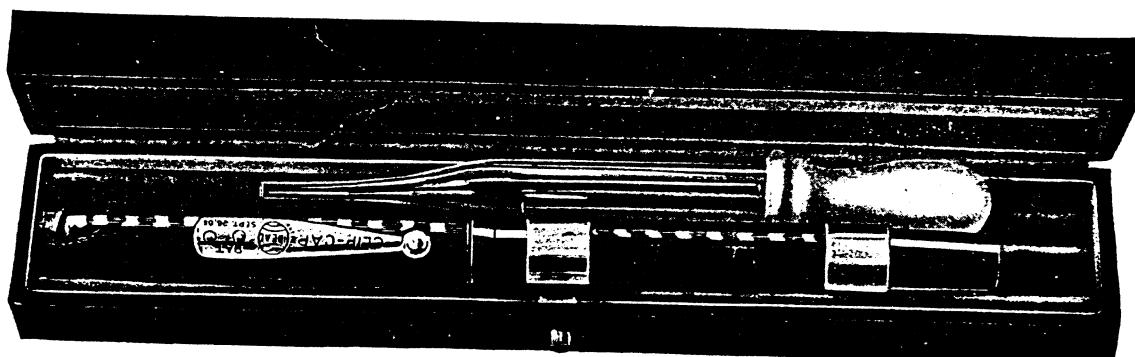
Script	Style E2	4c. per letter
Block	" E7	6c. " "
Old English, small	" E3	10c. " "
Old English, capitals only	" E3	15c. " "
Dropped cipher	" E1	(3 letters or less) 40c. per pen
Script monogram	" E6	40c. "
Ribbon monogram	" E4	75c. "
Block monogram	" E5	75c. "

No engraving done for less than 15c.

Orders for engraving cannot be executed before Christmas if received later than December 15, 1906

Engraving quotations expire January 1, 1907

Prices are not subject to any discount



Beautiful plush-lined leather boxes furnished with all Gold or Silver mounted pens—appropriate holly boxes with all unmounted pens